

# Cecilia Lopez

## Chief Market Development Officer, FLVS

Born in Cuba, Cecilia approaches her life and work with an open, collaborative spirit. “I am very much a people person, and I believe that I have to gain the respect and trust of those I work with. Trust builds when you solve problems together. Once you have that, you can build relationships from there.” Building relationships is, in fact, one of her favorite aspects of the job. She sees her role as that of working closely with schools and districts to find solutions. **“They want their kids to succeed, and when you can show them a way, they want to work with you.”**

A graduate of Rutgers, Cecilia began her career in the banking industry, eventually serving as VP, Business Banking Group for First Fidelity Bank. Cecilia moved from there to the educational publishing field where she worked for Addison Wesley and, later, Glencoe McGraw Hill. Cecilia served as the Regional VP for several regions throughout the Southeast, later providing all management for the state of Florida. Cecilia’s relationship-building strengths and her keen commitment to serving customers with excellence allowed her to meet and beat sales goals every year.

At Florida Virtual School, Cecilia works with internal and external leaders to identify opportunities to tailor learning solutions for students. “We have lots of plates spinning, but there’s a great entrepreneurial spirit here and an eagerness to develop and improve learning models.” Cecilia believes that Florida Virtual School contributes greatly to the future of education and provides students with options that truly fit their learning styles. **“If we’re able to customize the courses and the technology that changes with the different learning style of the student, we’ve hit a grand slam.”**



## Fun “Cecilia” facts

**Favorite movie?** My Big Fat Greek Wedding. I’ve seen that movie dozens of times. My family can repeat the lines while we watch it, and we laugh hysterically every time. We have whole conversations using lines from that movie.

**If you were a superhero, what would your superpower be?** Knowing the future.

**What is your all-time favorite thing?**  
Two: Chocolate and shoes!

**What is your pet peeve?** I have two—unproductive meetings and playing continuous phone tag.

**If you could try one new thing tomorrow, regardless of cost, what would you try?**  
Speed racing. Really going fast—having the coolest car you can imagine and the open road to take it and go as fast as possible without being pulled over by a cop. Just to have that feeling of that speed. It would be cool to try. Probably something I’ll never do, but that’s what came to my mind.

# Cecilia Lopez

Vice President of  
Florida Services, FLVS



## Resumé

### Education:

Rutgers University, B.A., Business Administration and Spanish

### Leadership Experience:

Vice President-Florida Services, Florida Virtual School, Orlando, FL

Florida Manager, Glencoe McGraw-Hill, Inc, Orlando, FL

Regional Sales Vice President-Florida/Alabama, Glencoe McGraw-Hill, Inc, Orlando, FL

Regional Vice President-Georgia/North Carolina/South Carolina/Virginia, Glencoe McGraw-Hill, Inc, Atlanta, GA

Vice President/Business Banking Group, First Fidelity Bank, Paramus, NJ